E-MAILED 1/27/98

R J Reynolds Tobacco Company

Mark Young
New York Metro

January 27, 1998

To: Mark Gambardella
Louann Alese
Charlie Dibenedetto
Lee Maney
Greg Mitchell
Steve Grossberg

Subject: Green Zones / Store Audits

Dear Managers,

Yesterday Jack Kerrigan voice-mailed several of the Sales and Territory Representatives with information on hold we will need to work the "manual audits" to track sales in several of the green zone stores. Also the enclosed information was e-mailed, however as you know the sales representatives don't yet have printers and the Territory Representatives cannot receive e-mail.

Please print copies of this information for your Representatives working the green zones. Also, as a few points of clarification:

* One of the original forms that was e-mailed had the heading of "Green Zone Weekly Purchases". This heading will no doubt cause some confusion ..... it should read " Monthly store total Carton Inventory"

* The second point is that we are not tracking sales in all Green Zone Stores. We need 60 to 70 stores with "Good Solid Numbers". This means that each zone should have 5 to 6 stores providing us the weekly sales numbers.

* Once the stores are determined that will provide us the weekly sales information .... the plan is to have the Green Team member make the weekly visit to each store to pick up the sales data.

* The $20 Weekly payment for information: Mike is currently working with Salem to set up a specific payment designation in the laptop for draft payment. As soon as that is set-up, we'll let you know. Also, any

51842 4258

Source: https://www.industrydocuments.ucsf.edu/docs/njdp0000

store willing to provide us accurate information weekly will qualify for the $20 weekly payment. It will be important to explain that the Sales/Territory Representative will be making the payment on normal coverage ..... probably every four weeks.

* Last of all as I mentioned in my letter earlier this week, the Salem project is OUR number 1 priority. The company needs us to totally support the complete Salem proposition with a "Can do / Will do" positive attitude ..... especially in these Green Zones! Jack Kerrigan and the Green Team have only one objective ..... it's to grow the Salem business in "YOUR" division .... so let's give him all the help that we possibly can!

Jack has offered an invitation to most of the Sales / Territory Representatives working Green Zones to join him and the Green Team tonight at the Pennsylvania Hotel in Manhattan. These meetings are very beneficial to both the Representatives and Green Team members .... and I hope most of our Rep's will have the interest to attend if possible.

If you have any questions on this information, please give me a call. If you don't have any green zones, just treat this as information only.

Sincerely,

Mark Young

cc: Jack Kerrigan
Mike McHugh

51842 4259

Source: https://www.industrydocuments.ucsf.edu/docs/njdp0000

GREEN ZONE WEEKLY PURCHASES

Store SIS #: _____

Store Name: _____

Store Address: _____

TO BE COMPLETED INITIALLY BY RJR SALESPERSON ONLY, THEN AGAIN ONCE PER MONTH DURING REGULAR COVERAGE.

Total SALEM cartons	_____
Total Newport cartons	_____
Total Kool cartons	_____
Total Marlboro Menthol cartons	_____
Total Parliament Menthol cartons	_____
Total other brands	_____
Grand Total all brands	_____

Note: Count actual carton inventory, estimate pack quantity in pack merchandisers and displays. Express in total carton equivalents. For example: 18 packs = 1.8 cartons.,

51842 4260

Source: https://www.industrydocuments.ucsf.edu/docs/njdp0000

GREEN ZONE WEEKLY PURCHASES

Store SIS #: _____

Store Name: _____

Store Address: _____

Previous Week's Total Number of Cigarette Cartons: _____

TO BE COMPLETED BY RJR SALESPERSON
OR GREEN TEAM MEMBER ONLY

Store Purchases for Week of: _____ (Monday's date, i.e., 2/2/98)

TOTAL CARTONS PURCHASED FOR WEEK INCLUDING PICK-UPS, WHOLESALE DELIVERIES, AND SALES REP DELIVERIES

Invoice Date and/or Number	# SALEM Cartons	+	# All Other Cartons Combined	=	Total Cigarette Cartons

Total Cartons Purchased for Week		+		=	

51842 4261

Source: https://www.industrydocuments.ucsf.edu/docs/njdp0000